

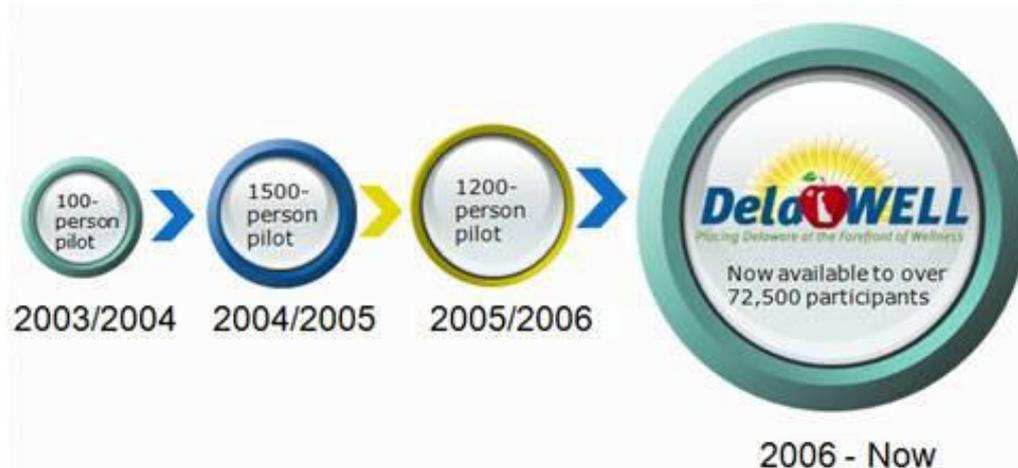
**STATE EMPLOYEE BENEFITS COMMITTEE  
FEBRUARY 20, 2015 MEETING**

**FY2016 DELAWELL HEALTH  
MANAGEMENT PROGRAM STRATEGY**

1



# DELAWELL HEALTH MANAGEMENT PROGRAM – THE JOURNEY



## Issue We Have Continued To Face: **Low participation and engagement in DelaWELL programming**

Example: 2013-2014 Program Year (Only 15.7% of eligible employees completed an online Wellness Assessment; 12.7% completed a DelaWELL Health Screening)

- Throughout this journey, we have offered various program designs, incentive structures and requirements, cash incentives (\$100 and \$200), health resources and tools, based on the feedback received from vendors and members.
- We have seen positive results over the years (i.e. reduction in medical and lifestyle risk factors, disease management program savings, reduction in hospital admissions, etc.). These results are good, but not enough as they are only for a small subset of the population.
- **Roughly \$16 million in savings since FY2011 through the Disease Management Program. In FY2014 alone, the Disease Management Program savings was \$6.0M. We need more members' to participate in the Health Management Program, in order for the State of Delaware to see better health outcomes and health care cost savings.**



# STATE EMPLOYEE HEALTH AND WELLNESS BENEFITS SURVEY (MARCH 2014)

- 9,480 employees completed (27% response rate)
- Recognition and awareness of Dela *WELL* among employees has attained a 91% reach:
  - 51% had used or are engaged in a Dela *WELL* program
  - 40% aware of Dela *WELL*, but have not participated in the program
    - Top reasons:
      - Time concerns
      - Preferring to work with another health care professional
      - Confidentiality concerns
      - Program is “too confusing”
- Incentives for participation:
  - Desired cash incentive annual payout amount of approximately \$432.00
  - 61% indicated they would participate or continue to participate to avoid increased out-of-pocket expenses such as co-pays or plan deductibles
  - 57% indicated they would participate or continue to participate to avoid increased premiums
  - 62% indicated that a plan with a lower monthly premium that required participation in the Dela *WELL* program would be appealing
  - Top health choices for lower premiums or incentives –
    - Complete preventive screening annually (45.6%)
    - Complete an online Wellness Assessment annually (31.2%)



## PREVENTIVE SCREENING RATES FOR STATE OF DELAWARE MEMBERS (INCLUDING RETIREES)

- Colorectal – 42%
- Influenza – 18%
- Mammography – 67%
- PAP – 71%
- **Physical Exam – 34%**
- Prostate – 37%

Source: Highmark DE FY14 Annual Utilization and Clinical Review



## HIDDEN RISKS: NON-USERS OF THE HEALTH CARE SYSTEM

- Non-users represent a hidden risk within the population as these members are not utilizing the health care system
- Total number of non-users: 9,134
  - 15.5% (ages 18-34)
  - 9.8% (ages 35-44)
  - 8.8% (ages 45-54)
  - About 1 in 15 employees are not seeking medical care
  - About 1 in 11 members are not seeking medical care

Source: Highmark DE FY14 Annual Utilization and Clinical Review



# FY2016 DELAWELL HEALTH MANAGEMENT PROGRAM: REWARDS STRATEGY

Reward requirements:

1. Online Wellness Assessment
2. Annual Physical Examination

Framing the message:

*“Opportunity to focus on your health and save money”* -  
Employees who engage in FY2016 pay \$250 less in out-of-pocket expenses for medical coverage in FY2017.



# WHY DOES THIS REWARDS STRATEGY MAKE SENSE?

- **Annual Physical Exam:**
  - Preventative care will be covered at 100%
  - Regular physical exams are important for everyone for the following reasons:
    - Encourages you to develop and maintain a relationship with your health care provider
    - Ensures you are up to date with your age-appropriate screenings
    - During a routine physical, your health care provider will measure things like your height, weight, blood sugar, cholesterol and blood pressure
    - Identifies signs and symptoms that could lead to serious illness
    - Increases your chances for early diagnosis and treatment when illness may be easiest to treat
    - Reduces costs, time barriers for member participation and work associated with coordinating and offering onsite biometric health screenings
- **Online Wellness Assessment:**
  - Raises health awareness by surveying key health areas: Demographics, medical history, lifestyle, readiness to change and biometric information
  - Identifies modifiable health risks (i.e., nutrition, stress, weight, exercise and safety)
  - The Wellness Assessment Summary prioritizes the importance of each risk to an individual's health. Interactive tools show which lifestyle behaviors can be modified to have the greatest impact on improving their health. Completion triggers outreach from health coaches based on risks.
- **Rewards Method - "Avoiding Increased Out-of-Pocket Expenses":**
  - Cash incentive amounts (\$100 and \$200) offered have not been successful in producing high participation and engagement in DelaWELL; The current budget situation does not permit the continuation of offering cash incentives, especially an increase in the annual payout amount
  - Reiterates the relationship between health care consumerism and health care costs
  - Positively shifts the mindset from "*I get to participate*" to "*I need to participate*"

